

What is claimed is

1. An optically semi-transmission reflection material comprising a resinous film, said resinous film comprising a thermoplastic resin, wherein the sum of total light ray transmittance,  $T\%$ , and total light ray reflectance,  $R\%$ , is 80 to 100%;  $| (T - R) | < 50\%$ ; when displayed value a and displayed value b in transmitted light are designated as  $a_T$  and  $b_T$ , respectively, and when in reflected light, displayed value b is designated as  $b_R$ , in the transmitted light,  $a_T$  and  $b_T$  are in the range of  $-2 \leq a_T \leq 2$ , and  $-2 \leq b_T \leq 1.3$  and the difference between the displayed value b of the transmitted light and the reflected light is  $| (b_T - b_R) | < 10$ .

2. The optically semi-transmission reflection material as claimed in claim 1, wherein the total light ray transmittance,  $T$ , is 20 to 60%.

3. The optically semi-transmission reflection material as claimed in claim 2, wherein the resinous film comprises a multi-layered resinous oriented film obtained by laminating at least two layers of surface-protecting layer (A) and base layer (B), and optionally back-surface protecting layer (C), then biaxially orienting the resulting laminated product.

4. The optically semi-transmission reflection material

as claimed in claim 3, wherein a film thickness of surface-protecting layer (A) is 0.1  $\mu\text{m}$  or more.

5. The optically semi-transmission reflection material as claimed in claim 3, wherein in the multi-layered resinous oriented film, a ratio of a longitudinal direction orientation magnification,  $L_{MD}$  to a lateral direction orientation magnification,  $L_{CD}$ ,  $L_{MD}/L_{CD}$  is 0.2 to 3.

6. The optically semi-transmission reflection material as claimed in claim 3, wherein an area orientation magnification of the multi-layered resinous oriented film ( $L_{MD} \times L_{CD}$ ) is 4 to 80-fold.

7. The optically semi-transmission reflection material as claimed in claim 3, wherein the multi-layered resinous oriented film, surface-protecting layer (A) has a void content of 1 to 70% and base layer (B) or back surface-protecting layer (C) has a void content of 3 to 15%.

8. The optically semi-transmission reflection material as claimed in claim 3, wherein the multi-layered resinous oriented film comprises an inorganic fine powder and/or an organic filler.

9. The optically semi-transmission reflection material as claimed in claim 3, wherein the thermoplastic resin comprises a polyolefin-based resin or a polyester resin.

10. The optically semi-transmission reflection material as claimed in claim 9, wherein the polyolefin-based resin included in surface-protecting layer (A) comprises a propylene-based resin having a melting point of 140°C or more.

11. The optically semi-transmission reflection material as claimed in claim 8, wherein the inorganic fine powder and/or the organic filler included in surface-protecting layer (A) is present in an amount of 1 to 50% by weight, and the inorganic fine powder and/or the organic filler included in base layer (B) is present in an amount of 1 to 30% by weight.

12. The optically semi-transmission reflection material as claimed in claim 8, wherein an average particle diameter of the inorganic fine powder is 0.1 to 5  $\mu\text{m}$ , and an average dispersed particle diameter of the organic filler is 0.1 to 5  $\mu\text{m}$ .

13. A liquid crystal display apparatus comprising the optically semi-transmission reflection material as claimed in claim 1.